

PHILIP MORRIS U.S.A.
INTER-OFFICE CORRESPONDENCE
100 Park Avenue, New York, N.Y. 10017

To: Directors, Region Sales
Date: December 8, 1980
From: Mel Lamster
Subject: Addendum to cover letter for the Merit Ultra Lights Leader's Guide

Please be advised that the materials contained in this package for your Region Meeting introducing Merit Ultra Lights has been upgraded to include:

1. A Meeting Agenda
2. Leader's Guides for the Region Meeting (DRS, RT, RPA)
3. A Merit Ultra Lights Introductory Script
4. A set of overhead transparencies
5. A set of newspaper, supplement and magazine advertising reprints
6. (8) carriers of sample 6's
7. Sales Call Planners for Region and Section role play sessions
8. Extra Leader's Guides for SRO's and SHA's (to be used for Section Meetings the end of January, 1981)
9. Leader's Guides for DM's and ADM's to use at their Division Meetings (end of January, 1981)
10. (1) 10-pack Gravity Feed Display

Sent to you under separate cover will be a Merit Ultra Lights slide show.

A Merit Ultra Lights Leader's Guide has been sent directly to all Section Managers in the event you request their assistance with a portion of your Region Meeting.

Please make note of the following changes:

- 10-pack displays

Although it is not stated in your Leader's Guide (page 18 "Introductory Set/Sells"), two types of 10-pack vertical displays will be available for retail use:

- A standard 10-pack display as visualized in the Introductory Slide Show and Sell Sheet Brochure (flipchart/folder).

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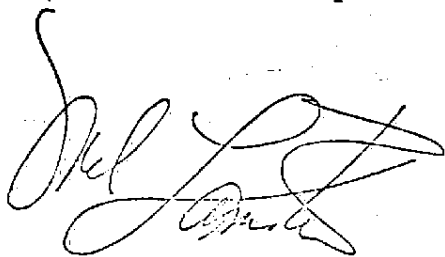
- A 10-pack vertical Gravity Feed Display as shown in the slide show. Please be advised that quantities are limited. Therefore, suggested placement for the Gravity Feed Display will be in high traffic locations where other displays are normally not accepted.

● Sample 20's

The tar and nicotine levels of New Merit Ultra Lights is 4 mg tar and 0.4 mg nicotine as stated in your Leader's Guide (page 20 "Features and Benefits"). You will note, however, that the samples shipped for your Region Meeting indicate 0.5 mg nicotine since this packaging was used in the test markets. Please advise management personnel that the units contained in the Region samples is the same product (4 mg tar; 0.4 mg nicotine) we will be using for the National Introduction. They are not, however, to be used as Sell-In samples. Management Sell-In samples, indicating 4 mg tar and 0.4 mg nicotine will be received in the field by December 17, 1980.

Make all preparations for this meeting carefully. It is very important that you review the Introductory "Program Management Instructions" thoroughly and understand all elements of the Introduction. Arrange to have a slide carousel projector, overhead projector, and screen in your main meeting room for this presentation. Prepare the meeting room in advance and prominently display the P.O.S. materials to create an enthusiastic environment.

Good luck, and have a very successful meeting.



ML/cp
Enc.

cc: Section Sales Managers
R. Atlas
G. Blandford
A. Cohen
H. Coleman
J. Gillis
R. Stirlen

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